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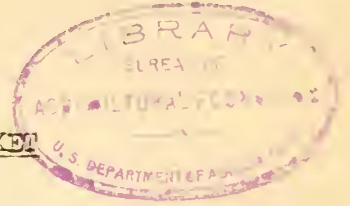
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FOREIGN NEWS ON APPLES

COMMENTS ON THE BRITISH APPLE MARKET



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The apple market in Great Britain during the first week in February was steady on fruit arriving in barrels, while boxed fruit showed a tendency to bring lower prices for red varieties and higher prices for yellow varieties, according to Mr. Edwin Smith, the Department of Agriculture's Fruit Specialist in Europe. The scarcity of Newtowns on the British markets has caused this variation. In the following paragraphs, Mr. Smith discusses various aspects of the British apple market.

Competition from Nova Scotia

The British market this winter seems to be satisfied with apple supplies arriving in barrels, so that varieties like Rome Beauty and Winesap from the Pacific Northwest have been badly neglected and have shown very low prices, which have meant heavy losses to the operators. Supplies from Nova Scotia are arriving at the rate of about 40,000 barrels per week. Exceptional varieties like Golden Russet bring up to 30/- (\$7.30) or more, but large quantities of low grade Nova Scotian fruit sell for prices below 20/- (\$4.87) per barrel. Supplies of barrels from Nova Scotia will last through the month of February, but from now on they will be restricted to varieties such as Ben Davis, Stark and Womwareil, which are not good dessert varieties. Furthermore, since Nova Scotia does not have cold storage facilities, the condition of the fruit henceforth is likely to be far from satisfactory.

Shippers of barreled apples from Eastern States should always consider the competition offered by Nova Scotia, since apples having poor color or being depreciated by scald or other defects, fall into the cooking class and immediately come into competition with low-priced fruit from Nova Scotia, much of it selling as low as 14/- (\$3.41) per barrel.

Shredded oiled paper and scald

I have observed much more scald on West Virginia and Virginia York Imperials arriving in London than I have in Liverpool. I cannot account for this difference unless it is due to certain London ships carrying fruit in a warmer condition than those going to Liverpool. Arrivals in Liverpool have been in exceptionally fine condition. I have never seen them better at this time of the year. So many of the apples arriving without shredded oiled paper

have been free from scald and it is difficult to detect any difference between these and those packed with the paper. Last week I observed some exceptionally fine lots packed in oiled paper and these topped the market for this variety, so that it was apparent that the fruit is not discriminated against because of the presence of the paper. Such discrimination was apparent a few years ago.

After interviewing the trade in London, Liverpool and Manchester on this subject, I received a surprising number of replies that it was thought that the shredded oiled paper did some good. These replies were enough to indicate a considerable change of mind toward the use of this means of scald prevention. The minority indicated that fruit without the paper would bring more money if it were in just as good condition as that packed with paper.

Shippers are still making the mistake of using shredded oiled paper carelessly. During the February 1 sale at Liverpool samples came up marked "Shredded Oiled Paper", and when dumped into the baskets only a minimum of paper was to be seen, - certainly not enough to have any effect upon scald control. Packers using the paper in this manner are doing much to prejudice the trade against it. The object of shredded oiled paper is to extend the marketing season of the York Imperial and other varieties subject to the development of scald. The attitude of the trade is to stop buying a variety when it begins to arrive in a scalded condition. The object of the packer should be to convince the trade that they can safely continue to buy apples packed in shredded oiled paper after apples without it are showing considerable scald. This confidence can never be gained so long as scalded apples are identified with packs using paper and this will be the case so long as packers use it carelessly or insufficiently.

Depression in boxed apples

It is very strange to observe U. S. Commercial (no color requirements) York Imperial apples selling as high as 34/6 (\$8.33), while at the same auction carefully graded Extra Fancy Winesaps could not be sold at 11/6 (\$2.70). But such is the market in Great Britain at the present time (first week in February) and it is not so because Northwestern apples are out of condition, because Rome Beauty and Winesap varieties were never arriving better. The reason for this condition given by the importers is that the retail trade is not asking for boxed apples. There is practically no movement in them, and they believe this situation will prevail as long as high class barreled apples are to be obtained.

It is apparent that the supply of attractive York Imperials will soon be restricted. It will be then that the retail trade will have to stock colored varieties of boxed apples. This should give the trade some impetus and, providing supplies are not excessive, values should more nearly approach an equivalent of those in American markets.

Prospective supplies from the Southern Hemisphere

The exportable surplus of Australian and New Zealand apples is estimated by the British Empire Marketing Board at 3,610,000 cases for 1928 as compared with actual shipments of 1,397,000 boxes in 1927 and 3,727,000 boxes in 1926. Numerous reports have been received that the apple crops of these countries are from two to three weeks earlier than normal. The first shipments from Tasmania are expected to sail on February 18th. Last year the first shipments sailed March 7th (sailing time about 40 days). West Australia is an earlier shipper than Tasmania, but, owing to a very light crop, will not be a factor of consequence this year. The apple districts in the north of New Zealand are also earlier than Tasmania. The first shipment of New Zealand apples was scheduled for the third week in February. Tasmania, however, furnishes the heavy supplies and is the one district to be counted upon for furnishing supplies of low-priced apples. If Tasmanian apples carry well this year, American apples will encounter strong competition in European markets after April 15th.

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